

## CLICKBAIT IN DIGITAL MARKETING OF HALAL COSMETICS FROM AN ISLAMIC ETHICAL PERSPECTIVE

**Nuryani**

*Department of Sharia Economic Law, Faculty of Sharia, IAI Darussalam Martapura,  
Martapura, South Kalimantan, Indonesia*  
[nuryani@iaidarussalam.ac.id](mailto:nuryani@iaidarussalam.ac.id)

### Abstract

Clickbait is a widely used approach in digital marketing to attract consumer attention through provocative titles, images, or narratives. In the halal cosmetics industry, this strategy has become increasingly popular as public awareness grows toward products that not only provide aesthetic value but also comply with Islamic principles. However, the use of clickbait raises ethical concerns when the information presented is misleading or inconsistent with reality. From an Islamic ethical viewpoint, this issue relates closely to the principles of honesty (*sidq*), justice (*'adl*), and public benefit (*maslahah*). This study analyzes the use of clickbait in the digital marketing of halal cosmetics through a qualitative library research method by reviewing the Qur'an, Hadith, classical and contemporary literature, and relevant scholarly works. The findings reveal that clickbait may be ethically permissible when used proportionally, truthfully, and informatively, as it supports *maslahah* and enhances the promotion of halal products. Conversely, manipulative or deceptive clickbait constitutes *tadlis* (fraud) and *gharar* (uncertainty). Therefore, the ethical use of clickbait in halal digital marketing should be grounded in honesty, justice, and *maslahah* to align with Islamic values and preserve consumer trust.

**Keywords:** clickbait; digital marketing; halal cosmetics; Islamic ethics.

### INTRODUCTION

Development technology information has bring fundamental changes to method man interact, consume information, and do transaction economy. Digitalization No only present innovation in aspects communicative, but also giving birth pattern new in increasingly marketing strategies competitive and creative. Between the most dominant phenomenon in this digital era is use of clickbait as approach For interesting attention consumer through title, visual, or provocative narrative. Clickbait, even though often viewed negative Because trend manipulative, still become one of the most effective strategies in increase traffic, exposure, and potential sale. In digital marketing, clickbait is not only A technique, but has develop become phenomenon social that forms pattern consumption information modern.

Digital marketing is growing be one of form marketing the largest and most influential in the world. With utilization of social media, websites, blogs, marketplaces, influencers, and various other digital channels, companies now can reach audience in a way more wide, fast, and precise target. One of the the most growing industry side by side with digital marketing trends are industry halal. Industrialization halal cosmetics have experience improvement along growth awareness Muslim consumers regarding importance products that are not only capable increase appearance, but also appropriate

with Islamic religious. The phenomenon This seen from surge request to product beauty that prioritizes halal, safe, ethical and quality aspects.

Awareness to halal cosmetics or not appear in a way suddenly, but through series development social, economic, and religious. Growth class middle class Muslims, increasing literacy religious, as well as very strong social media penetration has push consumer the more selective in choose product (Rizki et al., 2023). In the digital information era, the people of Indonesia, Malaysia, the Middle East, and other Muslim-majority countries active look for reference product through social media, reviews consumers, content creator beauty (beauty influencers), and e-commerce portals. With Thus, digital marketing became instrument key for halal cosmetic brands to increase visibility and creating preference consumer (Rizki & Fatimah, 2023).

However, at the same time with increasing competition in the halal industry, various things have also emerged practice marketing that is not always in harmony with principle Islamic. One of them practice the is the use of clickbait excessive or misleading. While clickbait is not matter new in digital ecosystem, issues ethical appear when the information presented in title, image, or narrative different or No in accordance with fact products offered. For example, use title hyperbolic such as " This Halal Cosmetic Can Change Your Face in 5 Seconds ", or "This Serum is Used by Angels in Heaven ", which are generally substance No can accountable the truth. At the point here it is appear question important about the extent to which clickbait can be used justified in perspective Islamic ethics, in particular when used by halal cosmetic brands that are strictly conceptual must uphold tall principle halal, honesty, transparency and responsibility moral responsibility.

In Islamic teachings, the principle ethics own fundamental position, not only in life personal but also in activity economics and business. Islamic business ethics are built on runway values like honesty (ṣiḍq), trustworthiness, justice (' adl), responsibility responsibility (mas'uliyah), openness (transparency), and benefit (maslahah). The Qur'an and Hadith provide clear guidelines about prohibition fraud, lies, manipulation, and everything form actions that can be harm consumers. Allah says in Surah Al-Baqarah verse 42:

وَلَا تَلْبِسُوا الْحَقَّ بِالْبَاطِلِ وَتَكْتُمُوا الْحَقَّ وَأَنْتُمْ تَعْلَمُونَ

Meaning : "And do not You mix up the rights with vanity, and do n't You hide the right that, is You know."

This verse confirm that honesty is the main pillar in activity economy. In digital marketing, the information conveyed to consumer must represent truth, not just tool manipulation For increase sale. Hadith of the Prophet Muhammad Saw. also provide warning hard about practice trading accompanied by fraud. In a hadith Muslim history " Whoever cheat us, then He No part from our group."

This Hadith No only arrange behavior traders during the time of the Prophet, but also applies universally in practice modern business, including digital marketing. All activity promotions that contain element lie or manipulation can including in category tadlis (deception), deep Islamic law includes action reprehensible and forbidden.

With So, the problem of clickbait is deep marketing halal cosmetics are not issue simple, but rather concerning moral integrity and compliance to sharia principles. This become the more important when remember that consumer halal cosmetics or not only buy product For need aesthetics, but also for ensure its suitability with religious principles. When a halal brand uses a misleading clickbait strategy, then matter the in

a way direct damage trust consumers and weaken mark the brand 's ethics (Rizki et al., 2024).

Although so, not all clickbait is a form of negative. In some cases, clickbait can be used in a way proportional, informative, and consistent with the principles of honesty. Clickbait can function as creative marketing tools for attracting consumer attention without necessarily hiding truth or giving fake information. For example, the title is made more interesting while still reflecting the substance of the product: "The Secret Behind the Texture of This New Halal Cosmetic" or "This is the Halal Formula that Makes your Skin Brighter in 14 Days". In the case of this, there is no element of fraud, but rather only improvement in language in context marketing.

Thus, the discourse ethics regarding clickbait requires a comprehensive understanding, not just looking at it as a good or bad marketing technique, but analyzing the conditions, limitations, and implications to moral values in Islam. The problem of clickbait is also closely related to the issue of justice ('adl), where producers must ensure that consumers accept fair, honest, and objective information. In addition, the concept of benefit must become a key factor in the evaluation of clickbait use. If clickbait is used in a way that gives benefit to consumers, such as increasing literacy about halal products, helping consumers recognize product content, or providing education about standard security cosmetics, then this can be considered ethical and in line with the principle of benefit.

On the other hand, if clickbait is used to manipulate consumer perception, tricking with fake information, playing emotions, or giving excessive promises, then this action is not only problematic from an ethics perspective, but also contradictory to Sharia principles. In Islam, everything involving *gharar* (uncertainty), *tadlis* (fraud), and *ghubn* (cheating) are prohibited actions because of their potential harm to other parties.

Therefore, research is important to describe how clickbait is used in digital marketing of halal cosmetics, as well as how it can be assessed through the perspective of Islamic ethics. This research uses a library research method to analyze primary data sources such as the Qur'an, Hadith, and secondary data sources like books as well as scientific works related to clickbait in digital marketing from an Islamic ethics perspective. This analysis not only provides understanding of Islamic ethics in digital marketing, but also shows how these principles can be implemented in a pragmatic way in the digital age.

Furthermore, research provides theoretical and practical contributions for the halal cosmetics industry. In general, this research enriches literature about ethics in digital marketing from an Islamic perspective, particularly related to the clickbait phenomenon that has not yet been discussed comprehensively in academic studies. In practical terms, this research offers ethical guidelines for industry perpetrators in designing digital marketing strategies that are creative, attractive, and consistent with Islamic values.

So, the introduction of this research directly addresses core issues about how clickbait can be used ethically in marketing halal cosmetics without violating Sharia principles. This research has a special focus on the ethical boundaries of clickbait use, considering *maslahah*, as well as the principles of honesty and justice that must be upheld by business perpetrators. Thus, this research not only answers academic problems, but also provides a moral guide for the industry to progress and develop fast and has an important role in the global halal economy.

## METHOD

Type of research used is study qualitative, namely type research that produces findings that are not obtained through analysis statistics or approach quantitative, but through the observation process as well as understanding to the meaning contained in something incident. The data source is primary data sources include the Qur'an and hadith. Meanwhile, secondary data sources obtained from books as well as work scientific relevant. Data collection techniques were carried out through studies documentation or bibliography, namely with browse various relevant theories and references For get base conceptual related problems studied. Meanwhile, the technique data analysis was carried out in a way descriptive qualitative, namely with review and interpret the data obtained from various source in a way deep.

## FINDINGS

### **Clickbait in Marketing Halal Cosmetics Are Dominated by Sensational, Emotional, and Curiosity Gap Styles.**

Findings First study show that clickbait practices in digital product marketing halal cosmetics in general general adopt patterns sensational and emotional content, with emphasis on presentation title and designed visuals For spark curiosity consumer. The most dominant pattern is use *curiosity gap*, which is a deliberate strategy create distance between what is shown in the title and what is actually explained in content content. Title or the tagline used including "Glowing Skin for 3 Days!", "Secrets of Korean Women Revealed !", "Only This is Halal and Can Brighten Instant !", or "MUST TRY! Fast Results and 100% Safe!".

Observations on several platforms, both marketplaces and social media, strengthen findings that content promotion the on purpose arranged For invite click through hyperbolic diction. Although product the own quality certain, its presentation herded For seen more special compared to with what is listed in the label or composition original. Elements emotional is also very strong in halal cosmetics clickbait, especially in form *fear of missing out (FOMO)* and *hope appeal*. For example, consumers directed For feel will make a loss If No try a particular promo, or seduced by hope get results instant in time short.

Besides the sensational title, the findings show that visual elements have role big in strengthen clickbait effect. *Before and after* photos with difference contrast excessive, inappropriate lighting proportional, and use of clarifying filters "glowing" or "free" results acne " is the most common visual found. Some content also utilizes testimonials made as if real, with narrative "already" purchased thousands of people" or "going viral on TikTok", even though No always accompanied by proof or supporting links claim the.

Interestingly, clickbait in industry halal cosmetics or not only utilise sensation results beauty, but also combines element religious and psychological. The word "halal" is displayed in a way dominant, frequent with a firm tone such as "HALAL MUI!", "100% Halal Tested!", or "Guaranteed" Halal Safety !". Use term This No only confirm identity products, but also create impression that more halal products safe, more quality, and more worthy prioritized compared to non-halal products. With method Here, clickbait works No only as visual or verbal inducement, but also as construct perceptions directed at a sense of trust and security Muslim.

## **Claims and Product Benefits Are Often Presented Unbalanced and Incomplete Information**

Findings second show that in Lots material digital marketing of halal cosmetics, there is trend strong For combine claim halal product with claim benefit additional that is not accompanied by explanation adequate. Halal label which is valid technical related with clarity materials and production processes, often expanded its meaning in a way commercial become symbol quality and effectiveness, without through explanation detailed. For example, a promotion that states “Halal and Proven Enlightening in 7 Days” or “Halal and Safe for All Skin Types” no include evidence of laboratory tests, clinical data, or composition details.

The findings also show that some brands or seller display “Halal MUI” claim only in the title or picture main, without include number halal certificate or document supporters. In some case, the term “halal” only mentioned in form text on visual design, while certification officially No available in description product. Condition This make consumer difficult verify is the halal label ? truly sourced from institution official or only claim promotion.

In addition, it was found that Lots content combine halal claims with narrative benefit great beauty, such as “ removing pimple in last night ”, “ brightens 10x more fast ”, or “ moisturize all day without oil ”. Claims the strengthened with style Language persuasive, but No balanced with explanation scientific, type material active, concentration materials, or usage testing. Description product in advertisement with clickbait tendencies short and focused on excellence, so that information important like effect side, compatibility type skin, or recommendation use precisely not enough noticed.

Findings other is existence trend simplification information that directs consumers on the assumption that halal products in general automatic safe and effective. Perception This reinforced by style clickbait presentation that positions halal as mark plus absolute, although halal indeed related with aspect materials and production processes, not guarantee effectiveness results beauty. With Thus, the findings This show existence imbalance between halal claims and explanations scientific benefit product.

## **Some Clickbait Practices Contain Element Gharar and Tadhīr Potential in Delivery Information**

Findings third study identify existence characteristics ambiguity (gharar) and potential misguidance (tadhīr) in part clickbait marketing practices product halal cosmetics. Elements gharar found through use ambiguous, inconsistent, or inaccurate language No data- supported. For example, advertising with the slogan " Contains Premium Ingredients from Korea" or " New Technology for Bright Skin ” no explain type materials, origins material, content, or mechanism its use. Ambiguity This make consumer No get sufficient information For understand functions and advantages product in a way objective.

Potential tadhīr was also found in form manipulated visual content. Photo results use displayed products often through an editing process using lighting filters, smoothing, or addition makeup effect so that results seen more dramatic than condition real. Some content testimoni show visible reviews made up or originate from account that is not clear his identity. This is cause doubt to authenticity experience user.

In addition, it was found practice installation price false or price cross out what is not accurate. Some product list price discounts that seem very big, even though price

original product No Once as high as crossed out price. This strategy aim For create perception benefits for consumers pushed do purchase impulsive.

Findings other is use of celebrity endorsements or influencers who only do promotion a moment, but presented as if they has use product in term long and experienced results significant. A kind of narrative This often used in clickbait and potentially misleading consumers who consider that figure public the has truly prove quality product.

In a way overall, findings This show that although No all clickbait is a form of cheating, partly in practice contain element important that in conceptual can classified as ambiguity and misdirection information.

### **Consumer Interested because of the Halalness, Price, and Promise of Quick Results Reinforced by Clickbait Strategy**

Findings fourth show that Power pull clickbait in marketing halal cosmetics are greatly influenced by three factor main : trust towards the halal label, interest in the apparent price more cheap or more profitable, and hopeful get results beauty in a way fast. Third factor This form reason psychological why clickbait strategy is so effective for Muslim consumers, especially Woman young.

Observation data on the marketplace shows that advertisement with combination the phrase “halal, cheap and fast ” has ratio more clicks and purchases tall compared to advertisements that only display description product normal. For example, advertisements The title "HALAL MUI! 70% Discount ! Whiten in 3 Days!" is interesting. more Lots attention compared to description complete without element sensational.

The findings also indicate that consumer tend prioritize halal as indicator security, although other information such as composition or method Work product No complete. The halal label is considered as form guarantee religious and emotional, so that clickbait that emphasizes halal aspect is very effective build trust.

In this aspect price, consumer show response tall regarding the displayed promo in a way aggressive, such as “ buy 1 get 2 free”, “ promotional package” “save ”, or “flash sale”. Clickbait pricing This strengthened with words of urgency like “ stock limited ”, “ last promo day this ”, or “ only for 100 buyers first ”. Urgency factor this is what improves impulsive.

In addition, the promise results fast be one of Power pull the largest. Consumers who have problem skin generally look for solution instant, so clickbait with narrative like “ acne is lost overnight ” or “auto glowing without complicated ” very effective. Before – after visuals are also proven strengthen perception that results fast the can achieved.

Findings This show that the effectiveness of clickbait is not only depending on marketing strategy That themselves, but also on preferences, needs, and tendencies psychological consumers.

## **DISCUSSION**

Discussion results study This show that use of clickbait in digital marketing of halal cosmetics has complex dynamics, because be in between need commercial For interesting attention consumers and obligations ethical For guard honesty information based on sharia principles. Fourth findings main thing that is obtained from study This give description comprehensive about how clickbait is used, how information presented, the potential for misleading information that arises, as well as factor psychological influences response consumers. In the section these findings the analyzed

in perspective Islamic ethics, especially principle *ṣidq* (honesty), trust, ' *adl* (justice), openness information, as well as benefit.

Findings First related domination content sensational show that clickbait works as a cognitive strategy For triggers curiosity. In Islamic ethics, the use of interesting language is not problem during information provided still accurate and not contain lies. Principle *tabligh* in communication even push delivery effective message. However, the problem appear when Power pull the overstepping the line and entering to the manipulative realm. Title hyperbolic which is not in line with modified content and visuals can damage principle honesty (*ṣidq*) (Nandito, Fiqri Udayana, Raul Rizki Muhammad Kemal, Muhamad Daffa Fauzan, 2025)Islamic business ethics emphasizes that Power pull promotion must still is at within the limits of *al- ṣidq fi al- bay'* (honesty) in transaction), because every form fraud small even though can endanger moral integrity of activities marketing.

Findings second reveal that claim halal often combined in a way excessive with claim benefit products that are not supported by scientific data. Phenomenon This show existence shift meaning halal from the concept that should be related with materials and production processes towards the positioned label as guarantee results beauty. In a sharia perspective, use the term halal must be accountable in a way transparent. When clickbait highlights halal without list proof or number certificate official, thing This show existence imbalance information (*taghrir*) that can influence decision consumer in a way No proportional . Openness and clarity very important information in transactions, as explained in the Prophet's hadith that second party in transaction must each other give information clear For avoid *gharar*.

Findings third strengthen analysis that some clickbait in marketing halal cosmetics contain potential *tadlis* (misleading) and *gharar* (uncertainty). Visual manipulation, claims without basis, testimony fake, and price cross out what is not Correct is at in category contrary actions with ethics Islamic business. In the tradition jurisprudence, *gharar* is element uncertainty that can harm one party in transactions, whereas *tadlis* is concealment information bad or display goods as if more quality than condition actually. Both of them including prohibited practices Because damage trust and trigger injustice in transactions. In the context of digital marketing, use of edited visuals or exaggerated claims clear show form *tadlis* which can harm consumers, both in a way psychological and economy.

Findings fourth about response consumer reveal that factor halal, price, and promise results fast very influential clickbait effectiveness. Analysis to factor This show that clickbait works effective No only Because technique marketing, but also because existence trend psychological Muslim consumers. The halal label provides a sense of security, promotional prices provide encouragement impulsive, and promises results fast trigger hope (Athief et al., 2014). In a way ethical, conditions This demand manufacturer For more be careful, because consumer easy accept information without do verification in-depth. In Islamic ethics, producers own not quite enough moral responsibility for protect consumer from potential loss and not utilise weakness psychological they. Principle benefit in transaction emphasize that every practice business must bring benefit real without cause harm or loss hidden.

In a way overall, discussion This show that clickbait is basically not an automatic strategy violate Islamic ethics. Its use Can justified during still fulfil principle honesty, transparency, and fairness. Clickbait that is informative, not manipulative, and still describe substance product in a way appropriate can become means effective For increase education and promotion halal products. However, when clickbait is used in a way excessive, misleading, or utilise ignorance consumers, then practice the

contradictory with Islamic values and can cause disappearance trust public to industry halal cosmetics Alone.

With Thus, the discussion This confirm the importance of ethical boundaries in halal marketing. As industry that brings mark religious, marketing halal cosmetics have not quite enough answer more big For guard moral integrity, so that every strategy including clickbait must customized with sharia principles that protect honesty, justice and benefit consumers.

## CONCLUSION

Study This conclude that clickbait practices in digital marketing of halal cosmetics tends to cause imbalance information, expectations that are not realistic, and potential manipulation emotional consumer. Situation This show that part big no form of clickbait in line with principle Islamic ethics demands honesty, trustworthiness, transparency, and prohibition ghurur in activity transactions. Therefore that, the use of clickbait only can justified if content delivered still accurate, no exaggerate, and not direct consumers on the wrong perception. With Thus, marketing halal products should be put forward integrity information and benefits, so that effectiveness promotion still achieved without sacrifice values ethics that become foundation of the halal market.

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